

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1355167

Schedule Dates 08/20/12-08/26/12
Advertiser McCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCRORY FOR NC GOV (453334)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Dome, Patricia
Phone/Fax /
CPE MCCR/ORDR/820826
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR GOV
MCCRORY FOR NC GOVERNOR
JONATHAN VITTI
SHARE = 6%

Date Entered 08/15/12
Last Modified 08/23/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09793615
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$448.50
Net Total \$2,541.50
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Aug. 2012	19	\$2,990.00
Grand Total:	19	\$2,990.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/20/12-08/20/12	4	:30	10:58-25A- ABC-The View	1								1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12
2.0	Normal Line / SPOT (2)	08/21/12-08/21/12	4	:30	10:58-25A- ABC-The View			1						1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12
3.0	Normal Line / SPOT (3)	08/23/12-08/23/12	4	:30	10:58-25A- ABC-The View					1				1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12
4.0	Normal Line / SPOT (4)	08/24/12-08/24/12	4	:30	10:58-25A- ABC-The View							1		1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12
5.0	Normal Line / News (5)	08/25/12-08/25/12	4	:30	6:30P- ABC-World News Saturday							1			\$40.00		Greensboro (WXLV)	ABC-WORLD NWS	8/15/12
5.0.1	Closed Preempt (5)	08/25/12															Greensboro (WXLV)	Pre-empt/Spot -HRA	
6.0	Normal Line / SPOT (6)	08/26/12-08/26/12	4	:30	11:02P- Hollyscop 2							1		1	\$30.00	\$30.00	Greensboro (WXLV)	HOLLYSCOOP	8/15/12
7.0	Normal Line / SPOT (7)	08/20/12-08/20/12	4	:30	7P- Family Feud			1						1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
8.0	Normal Line / SPOT (8)	08/21/12-08/21/12	4	:30	7P- Family Feud				1					1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
9.0	Normal Line / SPOT (9)	08/22/12-08/22/12	4	:30	7P- Family Feud					1				1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
10.0	Normal Line / SPOT (10)	08/23/12-08/23/12	4	:30	7P- Family Feud						1			1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
11.0	Normal Line / SPOT (11)	08/24/12-08/24/12	4	:30	7P- Family Feud							1		1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
12.0	Normal Line / SPOT (12)	08/20/12-08/20/12	4	:30	7-28:30P- Family Feud B			1						1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12

CONFIRMATION CONTRACT

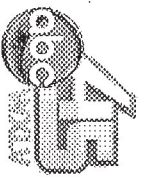
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT (13)	08/21/12-08/21/12	4	:30	7:28-30P- Family Feud B	1		1						1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
14.0	Normal Line / SPOT (14)	08/22/12-08/22/12	4	:30	7:28-30P- Family Feud B	1			1					1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
15.0	Normal Line / SPOT (15)	08/23/12-08/23/12	4	:30	7:28-30P- Family Feud B	1				1				1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
16.0	Normal Line / SPOT (16)	08/24/12-08/24/12	4	:30	7:28-30P- Family Feud B	1					1			1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
17.0	Normal Line / SPOT (17)	08/25/12-08/25/12	4	:30	6P- Hollyscoop	1						1		1	\$25.00	\$25.00	Greensboro (WXLV)	HOLLYSCOOP	8/15/12
18.0	Normal Line / Prime (18)	08/20/12-08/20/12	4	:30	7:57-56P- ABC-Bachelor Pad (Monday)	1								1	\$645.00	\$645.00	Greensboro (WXLV)	BACHELOR PAD	8/15/12
19.0	Normal Line / Prime (19)	08/23/12-08/23/12	4	:30	10P- ABC-Rookie Blue (Thursday)	1						1		1	\$290.00	\$290.00	Greensboro (WXLV)	ROOKIE BLUE	8/15/12
20.0	M/G For 5.0.1 / SPOT (20)	08/25/12-08/25/12	4	:30	8A- ABC-Good Morning American Saturday	1							1	1	\$40.00	\$40.00	Greensboro (WXLV)	GMA	8/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

made 3 am 8/24/12

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product MCCRORY FOR GOV
 Estimate# 820826
 Buyer Patricia Dome
 Phone#
 Fax#

Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E MCCR/ORDR/820826
 Flight Dates 08/20/2012 - 08/26/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

--- CONTRACT COMMENT ---

MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE MG LN 20 FOR SPOT NA LN 5
 PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of weeks	Total Spots	Total Cost
*5	SA	08/25-08/25	630P-7P	ABC-WORLD NWS	.30	\$40.00	0	0	0	\$0.00
MADE-GOOD BY LINE 5) 20]										
VS Effective Dates Changed										
*20	SA	08/25-08/25	8A-9A	GMA WEEKEND	.30	\$40.00	1	1	1	\$40.00
Rating: 1.0										
Sales Remark. VS MKGD										
MKGD FOR SPOTS MISSED ON LN #5. 8/25 1/WK) 1										
VS Added										

---REPORT TOTALS---

Report Totals. 1 / \$40.00

---SALES MONTHLY TOTALS---

Aug 12. 19 / \$2,990.00
 Sales Totals. 19 / \$2,990.00

9/12/12

2/13

Rep Order# 9793615 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 1355167

Printed: 08/23/2012 1:57 PM
Last Received: 08/23/2012 11:31 AM
Showing Buylines: All Rep Revised Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Station Totals. 19 / \$2,990.00
Lines not sent/rcld/rtrm. 0 / \$0.00

---COMPETITIVE---

Market Totals \$49,833

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WEMT	28%
WGHP	26%	WMTV	1%	WUPN	0%	WXII	39%	WXLV	6%

Books null
Demos RA35+

Station WXLV-TV GREENSBORO/W.SALEM
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 814 KING ST, SUITE 400
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 Flight Dates 08/20/2012 - 08/26/2012
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 Salesperson () JONATHAN VITTI
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 BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO
 RACE OR ETHNICITY.

--- REMARKS ---
 Please see line # 5 for n/a and mg offer.
 pls try to advise by cob today
 sat's log deadline).
 tks

5.0.1

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*5	SA	08/25-08/25	630P-7P	ABC-WORLD NWS	.30	\$40.00	1	1	1	\$40.00
Rating. 1.0										
Station Remark. V4 1x n/a 8/25 (oversold) -offer mg sat 8/25 8-9a 1x (not gma weekend)										

---REPORT TOTALS---
 Report Totals. 1 / \$40.00

---SALES MONTHLY TOTALS---
 Aug 12. 19 / \$2,990.00
 Sales Totals. 19 / \$2,990.00
 Station Totals. 19 / \$2,990.00
 Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---
 Market Totals \$49,833
 CABL 0%
 WGHM 26%
 UNKN 0%
 WMYV 1%
 WEFX 0%
 WUPN 0%
 WSWG 0%
 WXTI 39%
 WEMY 28%
 WXLV 6%

Rep Order# 9793615 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 1355167

Printed: 08/22/2012 11:47 AM
Last Received: 08/16/2012 5:51 PM
Showing Buylines: Last Sta Revised Lines

2 of 2

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Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Books null
Demos RA35+